

Medicaid
Quit Line Data Summary
January 1 - March 31, 2002

	<u>Medicaid</u>	<u>State</u>
Number of Calls to Quit Line	N = 751	N = 4,096
Percent of Statewide Calls	34.7%	100.0%
Percent of State Population¹	NA	100.0%
	Medicaid %	State %
Gender	N = 748	N = 3,737
Female	71.1%	61.7%
Male	28.9%	38.3%
Race/Ethnicity	N = 702	N = 3,032
People of Color	13.0%	12.8%
White	87.0%	87.2%
Age	N = 741	N = 3,176
Less than 18 years old	1.3%	2.3%
18 - 24 years old	13.0%	16.2%
25 - 34 years old	19.4%	23.2%
35 - 44 years old	30.2%	27.0%
45 years and older	36.0%	31.4%
Education	N = 737	N = 3,209
Did not graduate high school	28.2%	19.8%
High school graduate	34.6%	33.3%
Some college/vocational school	32.7%	36.9%
College graduate	4.5%	10.0%
Caller Type	N = 695	N = 3,483
General Information	0.3%	10.6%
Health care provider	0.1%	3.4%
Tobacco user	99.6%	86.1%
Payer Type	N = 751	N = 2,167
Medicaid	100.0%	34.7%
Heard About	N = 641	N = 3,110
Past caller	16.4%	12.9%
Employer/worksites	0.5%	1.4%
Health care provider	22.6%	17.0%
Television	16.2%	23.9%
Outdoor advertisement (billboard/bus/wall)	1.1%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	7.2%	6.2%
Radio	0.2%	1.1%
Newspaper/Magazine	1.7%	1.7%
Brochure/Newsletter	5.5%	5.2%
Family or friend	24.5%	21.5%
Health Department	4.1%	3.0%
School	0.2%	0.9%